

DASANI Community Bicycle Program Kick-Off Event

Come join City officials and local residents from 9:00 a.m. to 1:00 p.m. for a celebration and inaugural bicycle ride at the Kemper Station trail on Saturday, September 30 to welcome the DASANI “Blue Bikes” community bicycle program to Lynchburg. The “Blue Bikes” program gives local area residents the free use of 20 new Trek Cruiser Classic bicycles to help explore Lynchburg’s wonderful trail system.

DASANI “Blue Bikes” kick-off festivities begin at Kemper Street Station, where DASANI representatives will present Lynchburg Mayor Joan Foster with an \$80,000 symbolic check representing the value of the donation to the Lynchburg community. After the presentation, the whole family can enjoy an inaugural ride at 10:30 a.m. with City and park officials. Other festivities include a showcase of the newest Trek© bikes from Bikes Unlimited, free bicycle safety inspections by Bikes Unlimited staff, a kid’s bicycle rodeo, live music and free food and samples of DASANI products.

The DASANI “Blue Bikes” will be housed in storage lockers located at the entrance of the Kemper Station Trail, and are available free to residents during daylight hours. Lynchburg-area residents may register for a DASANI “Blue Bikes” check-out card at the kick-off event or at the Parks and Recreation office at 301 Grove Street. Cyclists simply insert the card through the reader at the locker to remove a bike, and return it at the end of their ride.

DASANI created the “Blue Bikes” program in 2005 in partnership with the Rails-to-Trails Conservancy. Each year DASANI and the Rails-to-Trails Conservancy choose several communities across the country to take part in the program. This year the program is supported by Trek© Bicycles. To locate trails visit www.dasani.com.

Location:

Kemper Street Station
825 Kemper Street, Lynchburg, VA

When:

Saturday, September 30, 9 a.m. – 1 p.m.

10:00 a.m.: DASANI “Blue Bikes” Kick-off Ceremony

10:30 a.m.: Area residents join City and park officials for inaugural bike ride